

## **Annual EEO Public File Report**

WGBY-TV, Springfield, Massachusetts  
(December 1, 2017 through November 30, 2018)

This Annual EEO Public File Report lists all full-time vacancies filled during the reporting period for the WGBY-TV employment unit.

Appendix A: Recruitment Source List. The email distribution list for all notices of full-time openings.

Appendix B: A summary of the Supplemental Outreach initiatives undertaken by the WGBY employment unit during the current reporting period.

- Recruitment Sources Used.
  - All open full-time positions were listed on the WGBY and WGBH websites and station internal postings.
  - In addition, all full-time job openings were advertised in
    - The Sunday Republican;
    - The Daily Hampshire Gazette;
    - The Current Newspaper
    - MassLive.com;
    - Craigslist;
    - National Association of Black Journalists;
    - Asian American Journalist Association;
    - Current;
    - JournalismNext; and
    - Corporation of Public Broadcasting Job Board
  - Further, all notice of all full-time open positions was sent to those organizations, schools, newspapers, or websites listed in the Recruitment Report (Appendix A).
- Full-Time Positions Filled During Reporting Period and Recruitment Source of Hires:
  - Reporter/Producer/Videographer/Editor – Full Time
  - Customer Service Associate/Receptionist – Full Time
- Total Interviewees for Full-Time Positions Filled
  - Reporter/Producer/Videographer/Editor – 45 applicants, 4 Interviewees
  - Customer Service/Receptionist – 79 applicants, 6 Interviewees
- Number of Interviewee Referrals from Sources Used
  - Reporter/Producer/Videographer/Editor – 42, 3 came with no mention of how they knew The employee selected found the posting in Indeed.com
  - Customer Service/Receptionist – 78, only 1 came from an outside source, The employee selected found to posting on the WGBH website.

## Appendix A

### Recruitment Report WGBY-TV, Springfield, MA December 1, 2017 - November 30, 2018

---

(\* indicates an organization that has requested notices of job openings)

Naomi White Afro-American Cultural Center – AIC 1000 State Street Springfield, MA 01109	American International College* Career Services 1000 State Street Springfield, MA 01109	Bay Bath College Career Center 588 Longmeadow Street Longmeadow, MA 01106
Berkshire Community College Placement Office 1350 West Street Pittsfield, MA 01201	Black Mass Communications Student Union Bldg., Rm. 402 UMass Amherst, MA 01003	Career Point * 850 High Street Holyoke, MA 01040
Casa Latina Inc. 140 Pine Street Florence, MA 01062	Community Foundation of West. MA P.O. Box 15769 Springfield, MA 01115	Department of Social Services 1537 Main Street, Suite 4 Springfield, MA 01103
Elms College* Career Center 291 Springfield Street Chicopee, MA 01013	Fairfield University 1073 No. Benson Rd. Fairfield, CT 06430-5	Future Works * One Federal Street, Bldg. 103-3 Springfield, MA 01105
Girls, Inc. P.O. Box 6812 Holyoke, MA 01040	Girls Inc. of Pittsfield 165 East Street Pittsfield, MA 01201	Greenfield Community College Placement Office One College Dr. Greenfield, MA 01301
Hampden County Employ. & Train. Consortium 1176 Main Street Springfield, MA 01103	Holyoke Community College Career Services * 303 Homestead Ave. Holyoke, MA 01040	Jewish Community Center of Spfld. 160 Dickinson Street Springfield, MA 01108
Jewish Federation of Greater Spfld. 1160 Dickinson Street Springfield, MA 01108	Junior League of Springfield C/O 64 Sewall Street Ludlow, MA 01056	Lighthouse * 1401 State Street Springfield, MA 01109
MA Commission Against Discrimination 436 Dwight Street Springfield, MA 01103	Martin Luther King Community Center * P.O. Box 91026 Springfield, MA 01109	Mass. Career Development Institute 140 Wilbraham Road Springfield, MA 01109

Mount Holyoke College  
Career Development Center  
South Hadley, MA 01075

Northern Educational Services  
67 Mulberry Street  
Springfield, MA 01105

Open Pantry  
P.O. Box 5127  
Springfield, MA 01101

Puerto Rican Cultural Center, Inc.  
38 School Street  
Springfield, MA 01105-1

Puerto Rican Veteran's  
Association  
P.O. Box 70185  
Springfield, MA 01107

Regional Employment Board  
1441 Main Street, Suite 137  
Springfield, MA 01103

YWCA \*  
Employment Opportunities  
1 Clough Street  
Springfield, MA 01118

Smith College  
Career Development Office  
Northampton, MA 01063

Smith College  
Soc. Work School  
Northampton, MA 01063

Safe Passage  
43 Center Street, # G  
Northampton, MA 01060-3

Spanish American Union  
P.O. Box 70192  
2335 Main Street  
Springfield, MA 01107

Springfield Action  
Committee  
CARP Program  
140 Wilbraham Ave.  
Springfield, MA 01109

Springfield Technical Community  
College  
Office of Disability Services  
1 Armory Street  
Springfield, MA 01105

Springfield Technical  
Community College \*  
Human Services Department  
One Armory Square  
Springfield, MA 01105

UMass \*  
Employment Options Office  
University Career Center  
Amherst, MA 01003

UMass  
Everywoman's Center  
Wilder Hall Box 30520  
Amherst, MA 01003

UMass  
Placement Office  
Amherst, MA 01003

Union Video Center  
216 Student Union Bldg.  
UMass  
Amherst, MA 01003

United Way of Pioneer Valley  
P.O. Box 3040  
Springfield, MA 01101

University of Massachusetts  
University Career Center  
Mather Drive  
Amherst, MA 01003

Comprehensive Employment  
Opportunities  
285 Dorset Street  
Springfield, MA 01138

Urban League of Springfield  
Minority Employment Program  
765 State Street  
Springfield, MA 01109

Valley Opportunity Council  
317 Main Street  
Holyoke, MA 01040

Veteran Center  
Northgate Plaza  
1985 Main Street  
Springfield, MA 01103

Veteran Community Care Center  
583 Main Street  
Springfield, MA 01109

Western New England College  
Career & Human Resources \*  
1215 Wilbraham Road  
Springfield, MA 01119

Westfield State College \*  
Placement Office  
Western Ave.  
Westfield, MA 01085

WGBH  
Human Resources Department  
One Guest Street  
Boston, MA 02135

Work Opportunity Center, Inc.  
Employment Specialists  
P.O. Box 481  
Agawam, MA 01001

YMCA  
275 Chestnut Street  
Springfield, MA 01104

Westover Job Corps Center \*  
103 Johnson Road  
Chicopee, MA 01022

Abilities Unlimited  
61 Union Street  
Westfield, MA 01086

Franklin Hampshire Career  
Center  
178 Industrial Drive – Ste 1  
Northampton, MA 01060

Valley Advocate Newspaper  
John Spear (new 2014)  
jspear@valleyadvocate.com

MassLive.Com  
Springfield Newspaper  
JJ Wassmuth  
Jwassmuth@repub.com

WGBY website  
Wgby.com

**Appendix B**  
**Supplemental Outreach Initiatives**

WGBY-TV, Springfield, Massachusetts  
(December 1, 2017 through November 30, 2018)

---

**FCC Menu Categories**

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
16. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

Menu Category (select # from above list)	Brief Description of Activity, Including Date(s) and Station Staff Involved
6	<p>WGBY has been a training center for the Human Resources Unlimited (HRU) Lighthouse program since 1992. Lighthouse is a training program for people with disabilities to learn to help them get back into the work force. Employees are trained in the Administration and Building Maintenance Departments. WGBY was named HRU "Employer of the Year" in September 2000. During the reporting period, WGBY employed 2 persons from Lighthouse, one in the Maintenance department and one as a Mailroom Clerk.</p> <p>WGBY coordinates with area High Schools and Colleges and supervised a number of TOLD (Telling Our Stories Digitally) Workshops that taught 12 Latino youths, ages 17 to 20 how to use a computer and different software programs to prepare and the present stories about their lives in the community. Participants learned computer and social skills designed to help prepare them for the work place.</p> <p>WGBY has an Education and Outreach Department whose main focus is community outreach. WGBY has an activity room in the Gerana School in Springfield where many community activities are held. Using the different PBS Learning Media kits and tablet programs, WGBY teaches grades K-5 a variety of learning skills, such as math and reading.</p>
5	<p><b>Full and part-time, unpaid internships to college students, graduates and career-changers:</b></p> <ul style="list-style-type: none"> <li> <b>• Production and Programming Interns</b>            The production internship is a full-time, unpaid internship that provides "hands-on", practical experience in television production. Intensive training takes place the first two weeks of the program with instruction provided by the professional WGBY staff. Programming interns act as assistants to the producers, who are responsible for producing all of WGBY's local programs. Typical assignments include project research, assisting with studio and field shoots, tape logging, operating computer teleprompter, receiving studio guests, correspondence and clerical duties. Interns will be trained in the fundamentals of television production and equipment operation. During the reporting period, productions on which interns assisted included - <i>Marijuana: Grass is Greener</i>, July 30, 2018 and <i>MA Senatorial Debate</i>, October 21, 2018. These live shows gave the interns true hands on experience in TV production. All 7 interns participated in the production of these broadcasts. The interns were from area Colleges, University of Connecticut, Central Connecticut University, Westfield State University, Springfield Technical Community College, and Fitchburg State.         </li> <li> <b>• Media Interns</b>            This is an ongoing internship program through the Latino Youth Media Institute that allows Latino youth to participate in a variety of media learning activities. 10 youths from area high schools and colleges participated in this program. They experience both the programming and production side of WGBY and learn about how WGBY interacts within the community.         </li> </ul>

	<ul style="list-style-type: none"> <li>• <b>Education Interns</b> WGBY hosted 5 interns that participated in a variety of Educational Activities. They were instrumental in working with the PBS Learning Media Kits in area schools.</li> </ul>
2	<b>Job Fair –</b> WGBY participated in the October 11, 2018 Job Expo put on by UMASS Fine Arts. Bess Kapetanis, Education Coordinator, represented WGBY at the Job Fair
14	<b>Training -</b> WGBY management are required to participate annually in Respectful Workplace Training to ensure the workplace is free from discrimination or a hostile environment, and that the workplace provides equal opportunities to all its employees.